



VISC 405

Visual Communication Third-Year Studio I

Instructor Contact Information

Alex Anderson

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Office

Chalmers Room 311

Office Hours

Office hours by appointment

Class Time and Location

TuTh 12:30 PM - 3:05 PM CHAL 308

Course Hours

Credit Hours: 4

A [credit hour](#) is a way to measure the amount of work you're expected to do for a class. It's based on the learning goals of the course and how much time you'll spend on it. During a full length (15-week) semester, you can expect to spend about one hour in class and another two hours on homework or studying each week for each credit hour.

For classes completed in other formats, like an 8-week semester, the time commitment may be different. The exact hours can vary, but you can generally expect to spend a similar amount of time in class and on coursework in total, adjusted for the shorter timeframe.

Instructional Methods

In Person

Course Description

Designing Brand Identity. A brand's visual identity expresses an organization's big idea of what it is, how it lives in the world, who it serves and why. Simply put, it identifies, explains and persuades. A visual brand identity needs to engage and communicate to specific audiences while differentiating the brand from its competition. This class will explore the creation of brand identity elements such as logos, icons and symbols, as well as how these can be organized into a "system of parts" that can communicate across multiple applications. Additionally, logo, symbol and iconography workflow and methods of brand identity ideation and conceptualization will also be explored. Prerequisite: Successful completion of VISC 302 and VISC 304 with semester grades of "C+" or higher and successful completion of the Second Year Full Review or instructor permission.

Learning Outcomes

At the conclusion of this course, students will be able to concept, design, iterate and produce design systems

- Learn to create Brand Identity Elements
- Strategize about a brand's target audience and underlying conceptual framework
- Build systems of brand identity that communicate across touchpoint in print, digital, and environments

Course Materials

No Books Needed

Technical Support

- KU IT Educational Technology Team
 - If you have issues or questions about Canvas, contact the Educational Technologists.
 - Available Monday-Friday (8am-5pm)
 - itedtech@ku.edu
 - 785-864-2600
- KU IT Customer Service Center
 - Contact the CSC if you need help with passwords or to report issues during extended support hours.
 - Available Monday-Thursday (8am-8pm), Friday (8am-5pm), Saturday (10am-6pm) and Sunday (Noon-8pm).
 - itcsc@ku.edu
 - 785-864-8080

Course Assignments and Requirements

Due Date	Name	Type	Points
	Fast Food Branding		
	Hospitality		
	Brand Activation		

Student Survey of Teaching

You will have multiple opportunities to provide feedback on your experience in this course. Suggestions and constructive criticism are encouraged throughout the course and may be particularly valuable early in the semester. To that end, I will use mid-semester surveys and/or reflection assignments to gather input on what is working well

and what could be improved. You will also be asked to complete an end-of-semester, online Student Survey of Teaching, which could inform modifications to this course (and other courses that I teach) in the future.

Grading

50% Process: includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. More than just one idea explored, prepared for class and critique participation. I will keep track of your process.

40% Product: comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.

10% Craftsmanship: presentation of final, neatness, precision, technical proficiency, appropriate materials. Poor craft can reduce a project grade by 1 full grade. You are learning to be professional and craft is a large part of being professional.

Levels of Performance

A superior / exceeds expectations

B good

C satisfactory / meets expectations / work up to expectations but not beyond

D weak

F unacceptable

Completing the minimum requirements outlined on an assignment sheet qualifies as “C” level (or average) work. Work that exceeds minimum expectations will earn higher points in the “B” range, work that is exceptional earns an “A”.

Conversely, work that does not meet the requirements for the project will earn a lower grade than “C”. The degree and quality of effort with which a student engages in the different criteria (above or below the minimum requirements) for each assignment determines how well they do.

Students must earn a “C” (2.0) or greater in VISC 202 and VISC 204 to advance forward in the program. A grade of “C-” (1.7) or below in either VISC 202 or VISC 204 automatically eliminates the student from advancing forward in the major. They do not have the option of repeating either course and must transfer to another major.

Incomplete Grades

You may be assigned an 'I' (Incomplete) grade if you are unable to complete some portion of the assigned coursework because of an unanticipated illness, accident, work-related responsibility, family hardship, or verified learning disability. An Incomplete grade is not intended to give you additional time to complete course assignments or extra credit unless there is indication that the specified circumstances prevented you from completing course assignments on time.

Attendance Policy

Each class is a significant financial investment by each student, is based on sequential information and projects, and requires the full participation of each student. Each session of class missed or coast- ed through is a wasteful and impedes the student’s ability to succeed in that class. For those reasons, students are required to attend classes in which they are enrolled and/or intend to enroll, must be on time for each session of class, and must remain in attendance for each entire session of class. Atten- dance will be taken at the beginning of each session of class. In the event of any absence, students are responsible for obtaining all missed information, materials, and assignments from the class period(s) during which they were absent. Students who are absent must complete all assignments by the due date originally assigned for the work. For each class that meets twice per week, only three absences will be allowed for any reason during the course of a given semester.

A semester total of four absences in a given class that meets twice per week will result in a penalty of one letter grade in that class. A semester total of five absences in a given glass that meets twice per week will result in a semester grade of “F” in that class.

In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion.

For each class that meets only once per week, only two absences will be allowed for any reason during the course of a given semester. A semester total of three absences for a given class that meets once per week will result in a penalty of one letter grade in that class. A semester total of four absences in a given class that meets once per week will result in a semester grade of “F” in that class. In case of exceptional circumstances, instructors may make exceptions to this policy at their discretion. A semester total of three “late” marks in any given class will be equivalent to one absence with respect to this policy.

Class Behavioral Expectations

Phones, Headphones & Laptops

When we are speaking to the class or your classmates are presenting you should not be on your phones or have your laptops open.

Unless we are meeting individually you should not have headphones in. You will receive a participation grade every day

for your conduct during class and what you bring in.

This will contribute to your overall grade for each project.

Academic Integrity

The use of AI is increasingly part of the world of graphic design, illustration and UI / UX Design. This technology is changing and advancing rapidly.

It is important as a student of design to be transparent and respectful about the use of AI in your work. Being transparent means being open and honest about when you are using AI as a tool. AI is also only one tool in your toolbox as a designer. The best designers leverage all the tools in the toolbox not just leaning on one.

Being respectful means understanding how AI works and using it in a way that respects the craft, people, and environment in which design is created. As a tool AI can do all of

these things or it can do the opposite. As with any tool it is all about how, by whom and when it is used.

Our industry is already so over optimized for speed and not creativity. We don't want AI tools to deprive young designers of the chance to find themselves somewhere unexpected.

Machines tend to think in straight linear lines vs. designers who think in non-linear paths and combine things in unexpected ways. The best design comes from happy accidents, unexpected combinations, and a human touch. AI can't create beautiful pieces by happenstance. There are never happy accidents with AI.

As you explore AI in your design work, remember that every prompt, render, and use carries an environmental cost in energy use and resource/water consumption to our home planet. Consider your choices in tools, scale, and frequency and how we might minimize these impacts by not using AI or, if using AI then to use it very thoughtfully.

Subject to Change Statement

Information in this syllabus is subject to change at the instructors discretion. These changes will be communicated to students in the classroom or via email.

Student Resources and University Policies

Please visit the Student Resources website ([KU Academic Success](#)) for a list of student resources and university policies.

Library Resources and Services

KU Libraries have world-class collections and scholarly resources for your papers, projects, and coursework – and friendly staff and librarians with the expertise to help you find exactly what you need. Begin your research online, learn about visiting us in person, or Ask A Librarian for help at <https://lib.ku.edu/>.

Accommodation

The Student Access Center (SAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted SAC, please do so as soon as possible. They are located in 22 Strong Hall and can be reached at 785-864-4064 (V/TTY). Information about their services can be found at access.ku.edu. Please contact me privately in regard to your needs in this course.